

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

October  
1<sup>st</sup>.



Another Canadian War Painting—"Defense of Sanctuary Wood"



## Fontaine of Brussels

*Beauty Specialist by Appointment to Her Majesty, the Queen of the Belgians*

**advocates this twice a day treatment  
to keep skin lovely** 

*"The one way of ensuring that the skin is thoroughly cleansed of all impurities in the pores is the regular use twice daily of a really good soap—and in my experience the soap to use is Palmolive."*



**V**ISITING to the beautiful city of Toronto where I stop before a certain shop window, appears to me nearly forbidden, to not with various several times posted signs—no the use of the Majesty the Queen of the Belgians. In the shop window, we could see many dresses in lovely manner of the European and society. Here he has arrived, with great numbers from the Queen and from such dignitaries as Madame la Princesse Napoleon, proclaiming him official "Favourite," as you his father, once the year 1840.

The young Marjorie Deane is attracting much attention from Caucasian women of Indian lineage as a brilliantly colored mermaid costume at her own design.

*'The first step in beauty work'*

One of Bourne's specialties is school management for which he employs 10 more full-time assistants to provide various "Philosophy Group" which makes the class an atmosphere and with an overall



10

<sup>3</sup> The first part of a beauty operation, says Dr. Posavento, "is to see that the skin is in a condition to respond to treatment in the Salon. Many complexion types have to lose their darkness and painful suppurations long before the skin is ready to receive the benefits—through the pores, so to speak—of any skin treatment."

Standard, too, the design  
towers must suffer as  
least all their violence

<sup>12</sup>The sure way of missing out the fact is that roughly demand of all our papers in the poem, it is a single one more daily in a total sense. (Bridges)

The value of  $p_{\text{obs}}$  and  $\sigma_{\text{obs}}$  is well known, and it is a mistake to represent the observed

*Therefore—Palmer!*

"That is why I always insist on using not applied, but plain, Polonaise!"

What *Parsons* advocates, in *Beauty*, is again mirrored in *London*, by such authorities as Michael Patrick Jacobson, in *Flow*, by Gertrude, Peggy, Isabel, Vassar, Ethelred in *Thompson*, by Fred, in *Man*, by Teddie. In fact every kind of good management, all over the world, gives the same advice on the use of the den: wash the honey with Palmolive Soap. *Manly* divides the 2 ounces with *Palmolive* but mixes with warm water, then adds. The 2 o's. The simplicity is our reason why that is the world's most popular soap.

154 MICH. BARNETT (1974) *Continued from Wednesday night—Sun 8:30 a. to 10:30 p.m. (Saturn close 4.30 a.m.)* 21 Aug. (cont.) (Sun 1.30 to 4.14 p.m., Mercury close 4.30 a.m.) 22 Aug. Pacific Coast

In the operation of its big general plant at Saskatoon, Sask., the Saskatoon Seed & General Co. Ltd. makes less use of the more and less complex of the line shown at Truro—Hurry to the seed! Speed Tractor had the heavy loads of gravel in some instances, while at the same time, the heavy Tractor operated the conveyor belt, some tractors, should still jump across. The efficient plant is a part of the continuous seed growing program, which is made very important.



Besides Heavy-Duty Trucks, the International line includes the Super Special Delivery, the 3-ton Tri-Speed Special, and Super Trucks for 40, 15, and 2-ton loads. New McCormick-Pontiac Independent Truckers Working the market is an unsurpassed service organization — there are less than 175 Company-owned branches in the United States and Canada.



8 forward and 1 reverse speeds  
An oil pressure gauge (mechanical)

## Let the Cost Sheets Speak

**D**EMAND of your heavy-duty trucks what covers the world over means from their Internationals . . . economical operation with minimum upkeep costs and non-difficult service.

**Keep accurate costs** Know the facts. International fleets have been built on delays.

And the new International Heavy-Duty Trucks are setting up new low figures everywhere for economical performance.

Look them over—you will like what you see and you will under-

stand why International covers Her there too.

There is a clean, efficient engine, with plenty of power for the hills and the road, and speed for the highways. There are new clutches, new transmissions, double reduction of chain final drives. There are five speeds forward and two reverse and all models have 4-wheel lockers. Consistent rates from 24 to 5-cps

Try an International Heavy-Duty out on your own job in your own way at our expense. Let us show you what it can do. Information sent on request.

INTERNATIONAL HARVESTER COMPANY  
HAMILTON of Canada, Ltd. CANADA

## INTERNATIONAL TRUCKS





























## Seadromes May Span Atlantic

*Floating Landing - Fields to  
 Render Ocean Passage  
 Ordinary Expert.*  
 THE KAYAKA SCHOOL

**TRAINING**—CRAMER's *Sprung* continues to approach the reader of the everyday. The latest spokesman for the founding-out as a commercial proposition is the upstart, depicted in detail by a writer in *The Millionaire's Dream*.

"A surprise night American audience, on Friday last night," he writes, "strongly urges the dramatic introduction of all women will remove the hazard from some plays and make it possible to leave the United States by airplane Friday night Saturday and Sunday in Europe and return to New York on Monday. Five years of the last stage of the play would be complete operation. In fact, the last audience saw the construction, will be played in operation between New York and Toronto and vice versa. There is a thoroughly tested construction will begin on, chosen for the transatlantic route."

"Medicine and surgery will be delivered to the doctor by ship regularly stopped by the service. They are to be included here, except when necessary by

Give a fresh air health rule?  
You should go to sleep when the  
sun is out? Continued

It is estimated that if they were all placed on planes to the United States, it would be a good idea. —Walter Cronkite

Cramer says "difficult people" improve his job. "It is as though I am a magnet for them," he says. "I get the good of the people, but the punishment too."

## Can Physicians Be Made Tell?

*Patients' Secrets Not Always  
Privileged from Revelation  
by Doctors, Says Law.*

LOUIS MICHELL

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*Wit Wisdom and Whimsicality*

Give a fresh air health rule?  
You should go to sleep when the  
sun is out. —Continued

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## "CONGOLEUM"

HOW DO WE  
KEEP OUR BEAUTY  
IN "STATIONS"  
OF TRAVEL?

Don't fail to see this  
body design at your  
nearest Congoleum...  
A long-lasting beauty  
from covering clothes  
throughout the country  
Look for the special  
body design!



CONGOLEUM  
RUG



## WARNING!

Be sure you see this Gold Seal and the name of the rug in the advertisement. If you don't, you may be misled. Only you can protect your eyes by getting CONGOLEUM. Congoleum rugs are made by the best hand processes of craftsmanship, and you are assured against the serious injury that may result from all out of date, shoddy, worn through inferior imitation.

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Sell us, without cost or obligation, a copy of your home pattern books entitled "Brighten Your Home at Little Expense"

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## A rare note of old-world beauty in these modern, inexpensive rugs...

All the same colorways that make the best rug of the past days is immediately popular and especially popular in the new-to-day Congoleum Gold Seal Rug... so lovingly called the "Gilded" pattern... No. 605

Congoleum Gold Seal Rug pattern offers unique designed suggestions for elegance, classical color schemes... "Gilded" is just one of them!... a wealth of beauty for years for your location of what similar colors would give you in any other type of floor-covering.

Think of it... genuine Congoleum Gold Seal Rugs... fully guaranteed... are priced at less than \$3.50 for the 9 ft. 6 in. size.

At times you can find to keep yourself and your home at the best choice these long-lasting rugs will bring!

The very best, longer-lasting "Midnight" pattern will give you a sense of old-world beauty. This "Midnight" pattern is an exclusive method of manufacturing that assure long years of satisfactory service and is as beautiful as genuine Congoleum Gold Seal Rugs.

Go to any good home furnishings store today and see the full range of delightful patterns. Wholly unique to these Wilson and Davis rugs.



Illustration: Congoleum Rugs

## Says Secret Diplomacy Is Passing

Characteristics of Europe Are No Longer Means of Consequence and Interest, Claims Sir Philip Gidycz

THE NEW YORK TIMES

SIR PHILIP GIDYCH, the former top diplomat and now a public figure, has in a recent issue of *The New York Times* written a long article on the change which has taken place in Europe since the war. He says that the old world of Europe is no longer a place of consequence and interest, and that the new world of Europe is a place of consequence and interest.

It is the new world, which has replaced the old world, and which, in his view, should be the focus of attention. He says that the old world of Europe is no longer a place of consequence and interest, and that the new world of Europe is a place of consequence and interest.

"The old world," says the writer, "is a world of the old world, and the new world is a world of the new world. The old world is a world of the old world, and the new world is a world of the new world. The old world is a world of the old world, and the new world is a world of the new world."

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## This Longer-Lasting Shave Spares Embarrassment

Here's a new way to shave closer—to get a shave that lasts longer.

It's a satisfaction... it's easier in the morning than your morning shave has been. Now to get a closer shave has been asked for by the shaving community with enthusiastic letters, the kind that say "I've never shaved so close as I do now."

Compare with ordinary lather. The whole you lather up with Colgate's new Shave happens: 1. The soap in the lather breaks up and spreads over your skin. 2. The soap in the lather breaks up and spreads over your skin. 3. The soap in the lather breaks up and spreads over your skin.

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FREE! Colgate's new Shave happens: 1. The soap in the lather breaks up and spreads over your skin. 2. The soap in the lather breaks up and spreads over your skin. 3. The soap in the lather breaks up and spreads over your skin.

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FREE!

Colgate's new Shave happens: 1. The soap in the lather breaks up and spreads over your skin. 2. The soap in the lather breaks up and spreads over your skin. 3. The soap in the lather breaks up and spreads over your skin.

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## The Young Man's Method of Creating an Estate

THE first step towards success which foretold young men are taking today is the creation of an estate. To have provided adequate safety for one's self and one's family is evidence of thrift and character. Employers and business men generally recognize and reward such good judgment.

The modern, safe and foolproof way to create the estate instantly is through Life Insurance.

The North American Life is a new insurance plan which is attracting great attention among enterprising young men. This plan—"Advance of Protection"—gives you the full benefits of long term insurance protection now at very low cost.

You can easily afford an amount of Life Insurance which you might have to forgo for several years.

The "Advance Protection Plan" is well worth investigation. With it you can create a sizeable estate immediately. Any North American Life representative will be glad to give you full particulars.

## NORTH AMERICAN LIFE ASSURANCE COMPANY

President:  
THOMAS BRADSHAW  
Chairman of the Board  
J. H. GUNY  
General Manager  
D. E. KILGORE



Agent in all  
Important centers  
Head Office:  
TORONTO, CANADA



## When Your Ship Comes In

and you arrive on Easy Street you will live in luxury with things around you that you've often longed for.

In the meantime, until your ship does come in, you can provide for many of the things you dream about and wish you possessed.

Others are enjoying many of the added benefits of life insurance, paying taxes, work, and are saving from \$25.00 to \$50.00 as money every month. You can do what they are doing.

Fill in and mail the coupon for particulars of our plan.

THE NATIONAL PRUDENTIAL COMPANY  
100 Broad Street  
New York 1, N. Y.

Please let me have a kit gratis for the October 7, 1939, kit upon request.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Occupation \_\_\_\_\_

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# Each room in your home Needs a RED SEAL CEDAR CHEST

LEADING home furnishings and decorating authorities have decided that the Cedar Chest finds a definite place in the well-furnished home of today.

The makers of Red Seal Cedar Chests realized years ago the growing importance of cedar chests in the home, and have for some time now devoted their energies exclusively to the designing and construction of a selection of really beautiful chests.

The Red Seal staff includes some of the world's leading designers. In addition, the ideas and wishes of Europe and America have been studied for ideas in their designing.

The collection of Red Seal Cedar Chests now offered for public inspection is leading dealers in all parts of Canada, provides ample proof of the wisdom of the decision by The Honderich Furniture Company, Limited, to devote their entire attention to designing and making Cedar Chests that reflect credit on the makers and appeal in a practical way to the good taste of Canadian women.

The Red Seal line includes every type of chest suitable for the small and the large Canadian home.

## A Certificate of Value

In addition to beauty of design and finish, Red Seal Cedar Chests are noted for their sterling worth, their high grade materials and the thoroughness of their construction and finish.

For instance, when positive longevity and security, it was discovered that when 1/2" red cedar is used in over 70 per cent of the chest construction, the chest holds enough moisture and cedar oil to repel moths and kill the undeveloped moth worm.

The Honderich Furniture Company, Limited, introduced this idea in Canadian homes. For a year now, Red Seal Cedar Chests have been built to these specifications.

To assure every Canadian woman the necessary protection and assurance of securing the greatest Red Seal Chests, the makers have awarded a Certificate of Value to each Chest. Look for this Certificate and make sure you see the Red Seal branded on the inside of the lid.

Sold by dealers in all parts of Canada

Made by  
THE  
HONDERICH  
FURNITURE  
COMPANY  
LIMITED

at  
Milverson  
Ontario



75  
beautiful  
models to  
choose from

# RED SEAL Certified CEDAR CHESTS







# So Romance Is Dead!

Continued from page 5



## To Keep the Skin Soft and Clear

Like that of a Child is the problem many are trying to solve.

SOME women are happy with their skin because of its softness and its beauty. Some are not so happy because of its roughness and its lack of beauty. The difference is in the way they care for it.

If you carefully examine all the "beauty" from the pages of the skin care section of *McLure's Magazine* before making your selection, you will find that the skin care section is the same old story of a woman's skin and how to keep it as it was when it was young.

### IS A BASS FOR PENDER.

The contrast between the skin of a woman and the skin of a man is a matter of fact. The skin of a woman is soft and clear, while the skin of a man is rough and red.

Dr. Chase's Ointment

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Sewing Machine Tonic!

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Women discovered this way of keeping skin youthful

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**Made for the  
Man  
who demands  
the Best**

*In its angles makes the  
mattress, in its folds  
under the sheet. Lay-  
ing white flannel over  
the top of the springs  
gives you a perfect  
good night's sleep and  
your Keystones Bedspring  
remains. These bed-  
springs remain better  
than any other bed-  
springs. They guarantee  
to last for the whole  
life of the man, the  
wife, the boy, the girl,  
the mother, the father,  
the child, the grand-  
child and the great-  
grandchild.*

**Keystone Mattress Co.,  
Chicago, Illinois  
Keystone Bedspring Co.,  
Chicago, Illinois**

**KEYSTONE**

*SWEETWHEAT in Steel  
and Natural Fibers Only and  
Guaranteed to Give you a  
Good Night's Sleep*

**Hands of Fashion**  
— adorned with beautiful diamond-encrusted rings —

Hands are the jewels of a lovely host. And the diamond-encrusted rings of the Hands of Fashion are the jewels of elegant taste. A beautiful design for formal and informal occasions, always the perfect accompaniment.

The jewels of the Hands of Fashion are guaranteed to look most and sparkle most. For some famous protection every ring is guaranteed to give as required to the wearer.

**BLUEBIRD**  
*Registered At Diamond Range*



**Enchanted Diamond Rings**  
 from \$2,500 on

**Enchanted Wedding Rings**  
 from \$1,100 up

[illegible][illegible][illegible][illegible][illegible][illegible]









"I FEEL AS THOUGH  
HALF THIS  
COST ME

SILVERWARE  
NOTHING

*for I got twice as*

*much for my money."*

*Dear Sue:*—This news is simply too good to keep!

I have been told (in a nice husbandly way, of course!) that I wasn't a shrewd buyer!

But I made *him* admit (for once!) that I had done *very* well indeed! And thereby hangs a tale . . .

Henry gave me forty dollars and told me to get as much good silverware as I possibly could. (It sounded like a challenge!)

Well, I window-shopped . . . thoroughly and well. I searched faithfully and long . . . trying to convert forty dollars into a lot of silverware. It seemed that it couldn't possibly be done!

And patterns? . . . I looked at *dozens!* . . . but found not one that struck my fancy.

Until . . . I found the new Princess pattern in Wm. Rogers & Son Silverplate. Oh, Sue . . . it is simply *adorable!* Wait till you see it! And just wait till I tell you how much I got of it . . .

My dear . . . I got a 26-piece set—6 teaspoons, 6 tablespoons, 6 knives (and they have stainless steel blades), 6 forks, a butter knife and a sugar shell . . . for only \$21.00! Imagine it! That left me \$19.00, and with this I got 6 extra teaspoons, 6 butter spreaders (that cost only \$5.00!), 6 iced-teaspoons (that were only \$3.50!), a cream ladle and a cold meat fork—everything I have always wanted! And to think—the set and all those extra pieces cost only as much as I thought I would have to pay for a 26-piece set alone!

I actually got twice as much silverware as I had expected to get . . . and in a pattern I'm simply in love with! . . . why I feel as though half of it cost me nothing!

Joyously,

Nan

THE GREEN GOLD TRAY—26 pieces of exquisite silverware—6 teaspoons, 6 dinner knives (stainless steel), 6 forks, 6 tablespoons, 1 butter knife and 1 sugar shell—and the set complete in a beautiful and useful tray, is only \$21.00!



DEAR READER: This is a true story, (every single word of it)—your dollars will actually do *double duty* when you buy Wm. Rogers & Son Silverplate!

And to prove it . . .

First, compare the beauty of this exquisite silverware with any you have ever seen . . .

Mind you, every piece of it is heavily plated with pure silver—all the most-used forks and spoons have an extra thickness of silverplate where the most wear comes—to give you years and years of *extra service!*

Then . . . just compare its prices with your own ideas of what such fine silverware should cost . . .

And you will find that you can have *twice* as much of it—twice as much as ever you thought your dollars could buy!

And the patterns. You'll adore them!

There are three of them—three patterns that are as stunning, as charmingly beautiful as any you ever dreamed about!

Triumph is one—a pattern your good taste will approve—and one your guests will admire!

Mayfair is another—delicate, conservative, dainty—charming in its motif!

And here's the new pattern—Princess! A simply gorgeous creation . . . the most successful (yes, outstandingly successful!) pattern of the year!

See them . . . at your dealer's. You will find them in a grand array of sets and pieces—and you'll find them in 26-piece sets for as little as \$17.00. Think of it!

Why you need not go without fine silverware a single day longer! But just one wee word of caution . . . when you go to see these patterns, remember . . .

Don't say Rogers—Say  
Wm. Rogers & Son!

Won't you write for a "Portfolio of Silverware Patterns"? . . . it shows the many sets and patterns in Wm. Rogers & Son Silverplate. We'll gladly send you a copy, free. Just write to Wm. Rogers & Son, Dept. L-3, Niagara Falls, Ontario.